

Subject: Re: Intro: Broken Spanish

Date: Thursday, November 19, 2015 12:23:02 PM Pacific Standard Time

From: Laura Hill

To: Alexis Halejian

CC: Carrie Cheung

Alexis and Carrie,

Small Biz Saturday participation will be pretty simple:

-The BID will drop off Small Business Saturday SWAG – buttons, flyers, tote bags, and beyond. You would be asked to post a flyer in your window advertising Small Business Saturday, and then the rest of the materials would be distributed for free to those who stop by on 11/28.

-Your business will be listed as a participating business on the Small Business Saturday page on our website:
<http://southpark.la/small-business-saturday/>

-We ask that you use this copy on your social media platforms, posted along with the attached JPEG: "11/28 Save the Date & #ShopSmall for Small Business Saturday in #SouthParkLA: <http://bit.ly/1SJBrkV>"

-Help promote other businesses in South Park who are part of the Small Business group (confirmed list coming soon) by posting the link above on social platforms, newsletter, website, etc.

Let me know if you would like to be included! Thank you!

Also, the BID would also like to see if Broken Spanish would be willing to **contribute to our Annual Meeting on Wednesday, December 9, 2015 from 5:30 – 7:30PM** at CHMH Keck Auditorium (Leavey Hall). The BID is asking the new restaurants in the neighborhood if they would be willing to contribute small bites to the event (or discounted rates). We would be grateful for any contribution and coordinate food pick-up from your restaurant. We anticipate 75-100 guests.

Your logo would appear on our Powerpoint, program, and the Briks would receive a special shout-out from the BID. We would be very grateful, but of course understand if this is not a possibility. Either way, we hope you can attend our annual meeting!

All my best,
LH

Laura Hill
Communications and Policy Manager



South Park Business Improvement District
Celebrating 10 Years
1333 South Hope St, Los Angeles, CA 90015
laura@southpark.la | o. 213 663 1110 | c. 314 956 4425

Check out our new website: www.southpark.la
fb.com/southparklosangeles | [@southparkla](https://twitter.com/southparkla)
24/7 DISPATCH: 866-560-9346

From: Alexis Halejian <AlexisH@SproutLA.com>

Date: Monday, November 16, 2015 1:23 PM

To: Laura Hill <laura@southpark.la>

Cc: Jessica Lall <Jessica@Southpark.La>, Carrie Cheung <carrie@dtlarendezvous.com>, Priscilla Hsu <priscilla@southpark.la>

Subject: Re: Intro: Broken Spanish

Hi there- Great that you have been working with Danielle on our ops team. I can help with all things marketing. Sure, send over more info on 11/28. I would love to meet but am traveling back to NYC next week when I am from. How is the first week of December? Thanks!

Alexis Halejian
Sprout LA // Senior Director

Marketing & Digital
712 S Santa Fe Ave #103, LA, CA 90021
Cell 201.658.2445

On Nov 13, 2015, at 12:53 PM, Laura Hill <laura@southpark.la> wrote:

Alexis and Carrie,

Such a pleasure to e-meet you both!

As Jessica mentioned, I am in the process of meeting with each of the businesses in South Park. I oversee all marketing efforts on behalf of the BID. It has been so much fun keeping on top of all of the media plugs for the restaurant – congratulations on all of your recent recognitions and accomplishments!

I also wanted to mention that [Small Business Saturday](#) is taking place at the end of the month on 11/28. The South Park BID has been selected to be a [Neighborhood Champion](#), and has agreed to rally our local businesses as part of a larger effort to bring foot traffic to your business. Please let me know if you would like to be included in our list of South Park small businesses and I will share more information on how you can help spread the word as a participant!

Also wanted to ask if you wouldn't mind completing our ~5-10 minute business [survey](#). We are trying very hard to consolidate information on all of our SP businesses to better serve you and the community. Thank you in advance for your time!

Would you like to set up a time to meet next week or the following? Just let me know what works best for you. I am also available for a call.

Looking forward to working more closely with Broken Spanish!

Best,
LH

Laura Hill
Communications and Policy Manager

<3D339B85-199A-418C-A8FF-06A88821F551[39].png>South Park Business Improvement District
Celebrating 10 Years
1333 South Hope St, Los Angeles, CA 90015
laura@southpark.la | o. 213 663 1110 | c. 314 956 4425
Check out our new website: www.southpark.la
[fb.com/southparklosangeles](https://www.facebook.com/southparklosangeles) | @southparkla
24/7 DISPATCH: 866-560-9346

From: Jessica Lall <Jessica@Southpark.La>

Date: Friday, November 13, 2015 8:13 AM

To: Carrie Cheung <carrie@dtlarendezvous.com>, Priscilla Hsu <priscilla@southpark.la>, Alexis Halejian <AlexisH@sproutla.com>, Laura Hill <laura@southpark.la>

Subject: Re: Intro: Broken Spanish

Thanks for the intro, Carrie!

Alexis – pleasure to meet you. We're definitely familiar with the restaurant – one of SP's best! We've been working a lot with Danielle.

I'm looping in our Communications & Policy Manager, Laura Hill. She works directly with all businesses and their marketing teams.

Let us know how we can support you!

Best,

Jessica Lall
South Park BID
Celebrating 10 Years
o. 213 663 1112
c. 213 820 0837

24/7: 866 560 9346

From: <dtlarendezvous@gmail.com> on behalf of "'carrie@dtlarendezvous. com"'
<carrie@dtlarendezvous.com>
Date: Thursday, November 12, 2015 at 11:36 PM
To: Jessica Lall <jessica@southpark.la>, Priscilla Hsu <priscilla@southpark.la>, Alexis Halejian
<AlexisH@sproutla.com>
Subject: Intro: Broken Spanish

Greetings Jessica & Priscilla!

I want to introduce you and connect you with Alexis Halejian, the Senior Director of Marketing & Digital of Sprout LA that owns Broken Spanish.

Alexis,
Jessica is the Executive Director of the South Park BID and Priscilla is the Operations Manager. These lovely ladies are absolutely amazing and have done so many great things for the South Park district. They will be very resourceful and helpful in connecting you with the residents & businesses of South Park.

Happy connecting!

--

Carrie Cheung
DTLA Rendezvous

Email: Carrie@DTLARendezvous.com
Phone: (213) 538-8187
www.DTLARendezvous.com
[Subscribe to newsletter.](#)

